

## **CROSS-SELLING IN STANDALONE SALES SYSTEMS**

### **ABSTRACT OF THE DISCLOSURE**

A method and apparatus for cross-selling products based on a system for sale to a customer. One embodiment provides a method including, for each selection by a user of a product from a product information source, receiving an order representing a state of a system based on the user selections; for each order, determining whether the order qualifies for one or more cross-sell products; and if so, presenting the one or more cross-sell products to the user, wherein each of the one or more cross-sell products presented to the user is offered at a discount based on the state of the system.